

# WHY BECOME A CONSCIOUS COMPANY?

CONSCIOUS  
COMPANY MEDIA

Implementing conscious business practices isn't just about doing the right thing or being nice. In fact, the research on the advantages of consciousness just keeps pouring in: **self-aware leadership, sustainability, and other companion practices elevate human wellbeing even as they benefit the bottom line.** But don't just take our word for it — here's the latest evidence of the benefits of becoming a conscious company.

## IT'S HEALTHIER FOR WORKERS

**LONGER LIFE**  
A 2014 study found people with a purpose live longer, even when researchers controlled for other markers of wellbeing.

**LESS BURNOUT**  
A 2016 meta-analysis of 58 studies found that how strongly we identify with the people or organization where we work is associated with better health and lower burnout.

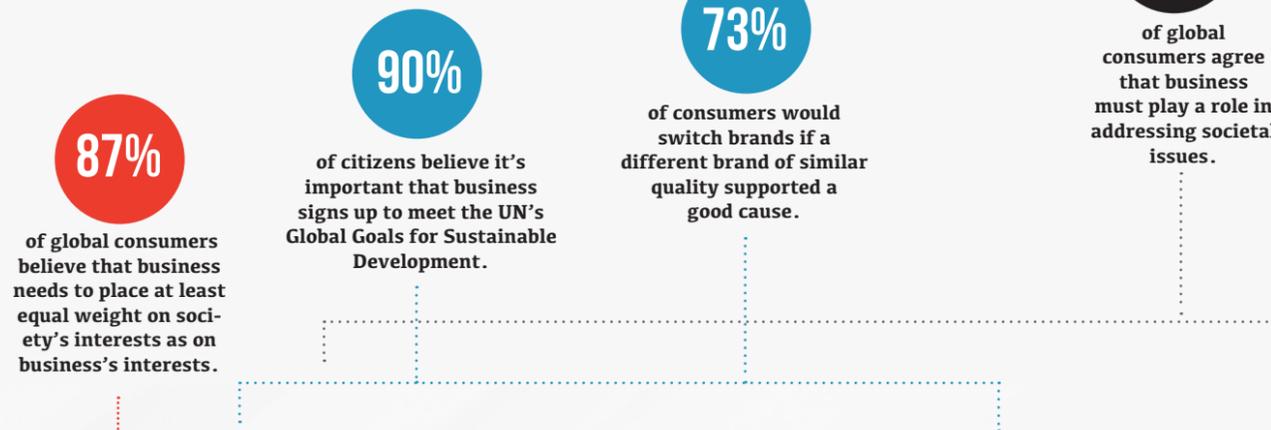
## MORE FULFILLMENT

**88%**  
of Millennials feel their job is more fulfilling when they have the opportunity to make a positive impact.

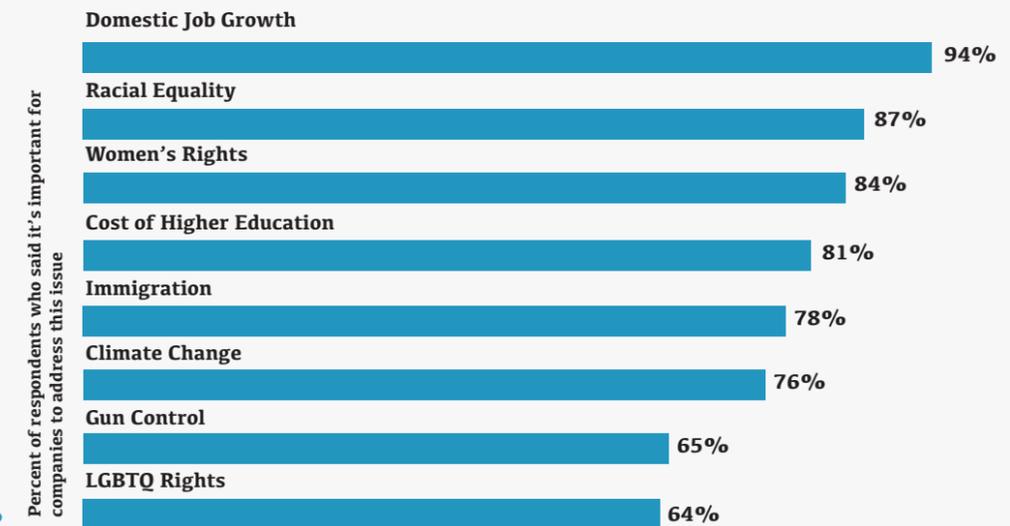
**53%**  
of workers say that "a job where I can make an impact" is important to their happiness.



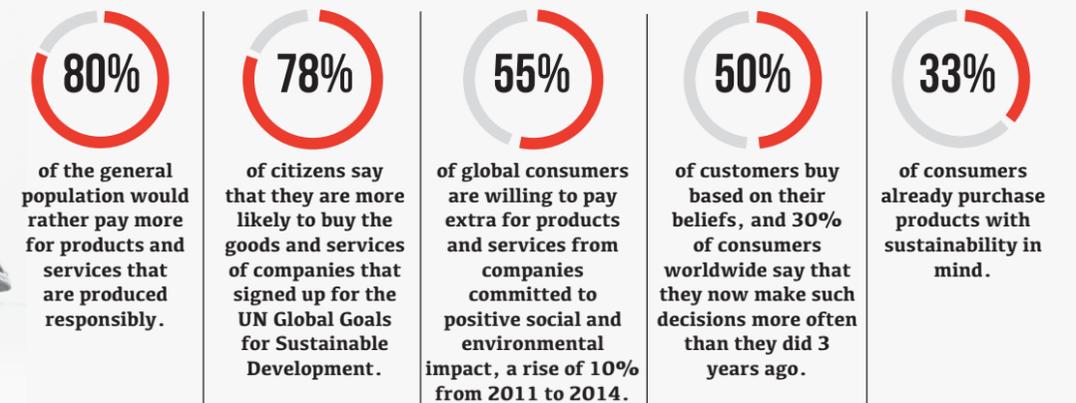
## CUSTOMERS WANT IT



## CONSUMERS ALSO WANT COMPANIES TO ADDRESS ISSUES THAT ARE ACTIVE IN THE NEWS



## BUYERS WILL REWARD YOU FOR IT



Among belief-driven buyers, **23%** say they would pay a 25% premium for brands that support their position, **51%** would be loyal buyers for a brand that spoke up on a social issue rather than staying silent, **48%** would advocate for and defend such a brand, and **67%** would buy a brand for the first time based solely on its position on a controversial topic.

For a complete list of sources and links, visit [consciouscompanymedia.com/issue15sources](http://consciouscompanymedia.com/issue15sources)



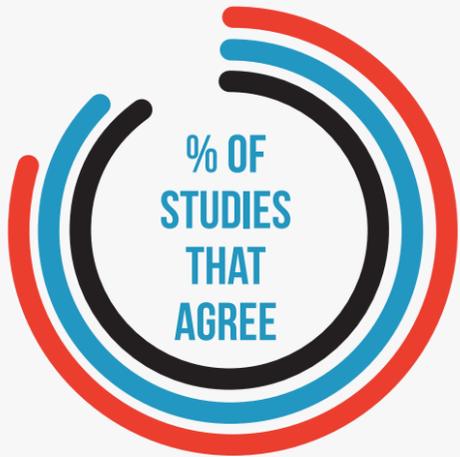
PERCENT OF EXECUTIVES WHO SAY THEIR COMPANY IS SUCCESSFUL



# IMPROVED STOCK MARKET PERFORMANCE

The cumulative stock market returns of "Firms of Endearment" — companies that have a higher purpose beyond profit and take all stakeholders into account — outperformed those of the companies in the S&P 500 by 14 times and outperformed those of companies analyzed in Jim Collins' classic book "Good to Great" by 6 times between 1998 and 2013.

Companies with highly engaged workforces outperform their peers by **147%** in earnings per share.

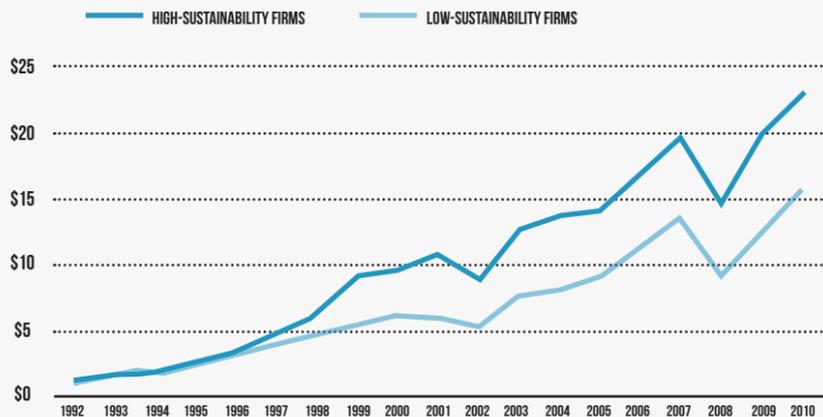


In a review of 200 studies on sustainability and corporate performance:

- 90% concluded that good environmental, social, and governance standards lower the cost of capital.
- 88% showed that good environmental, social, and governance practices result in better operational performance.
- 80% showed that stock price performance is positively correlated with good sustainability practices.

"HIGH-SUSTAINABILITY" COMPANIES THAT VOLUNTARILY ADOPT SUSTAINABILITY POLICIES "SIGNIFICANTLY OUTPERFORM THEIR COUNTERPARTS OVER THE LONG TERM, IN TERMS OF BOTH STOCK MARKET AND ACCOUNTING PERFORMANCE."

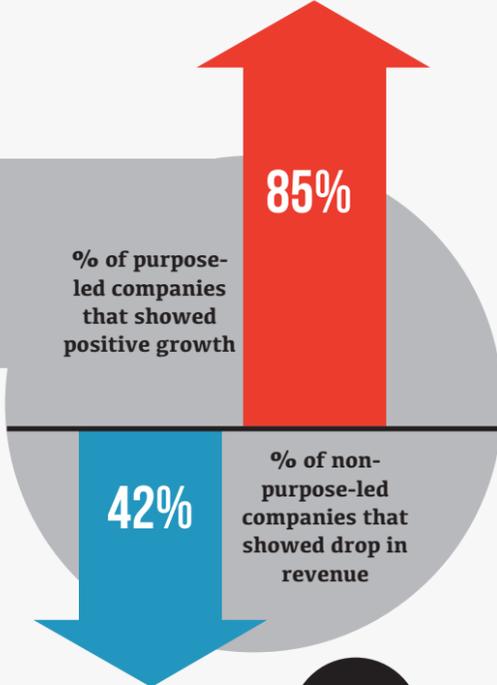
Growth of \$1 invested in an equally weighted portfolio of high-sustainability firms vs. low-sustainability firms



IN THE PAST 3 YEARS, 42% OF NON-PURPOSE-LED COMPANIES SHOWED A DROP IN REVENUE, WHILE 85% OF PURPOSE-LED COMPANIES SHOWED POSITIVE GROWTH.

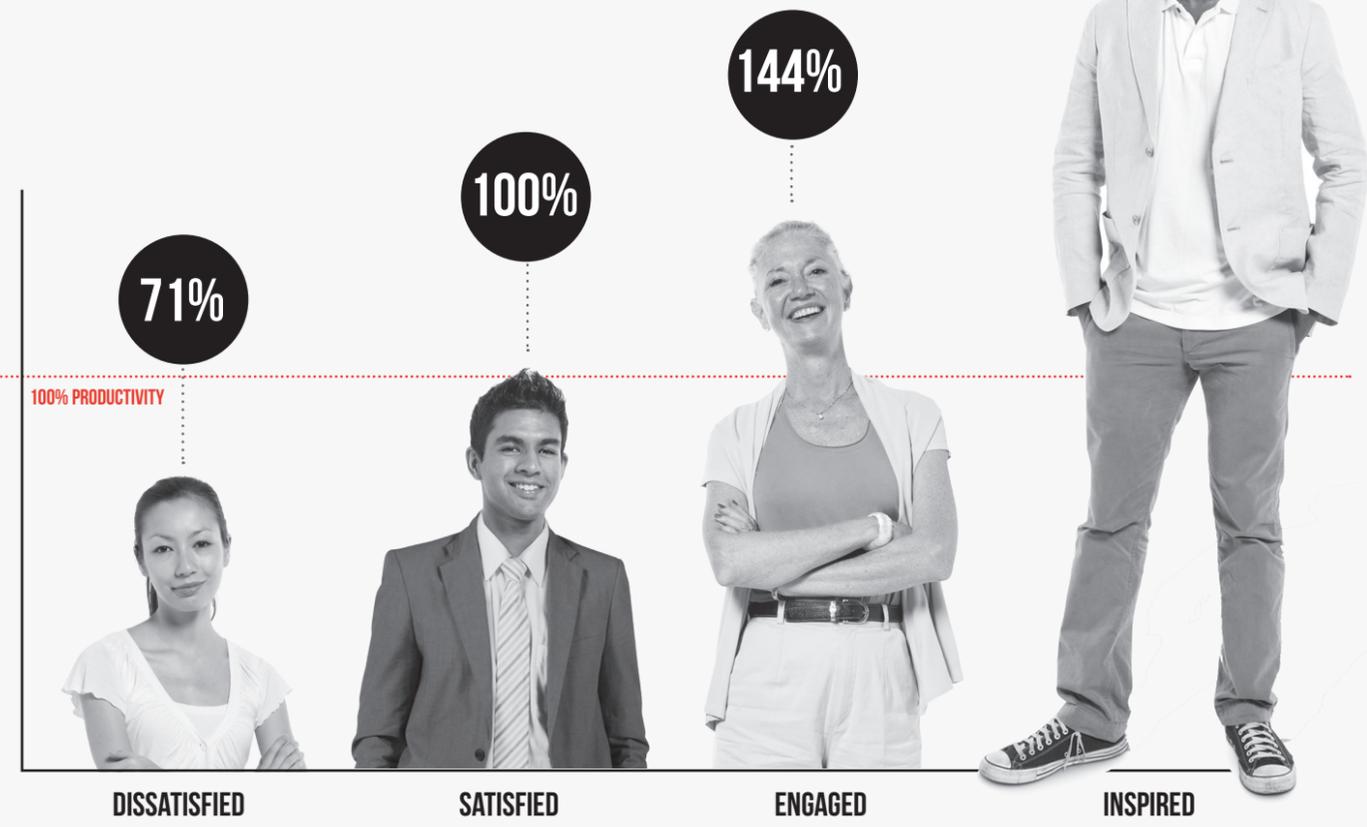
## INCREASED REVENUE

SOUND CORPORATE RESPONSIBILITY MANAGEMENT HAS THE POTENTIAL TO INCREASE REVENUES BY UP TO 20%.



## MORE PRODUCTIVE EMPLOYEES

"Inspired" employees generate 225% of the productivity that employees who are merely "satisfied" do.



# IMPROVED RETENTION AND EMPLOYEE LOYALTY

Sound corporate responsibility:

Reduces the average turnover rate by between 25 and 50%.



Has the same effect on retention as an increase in annual salary of \$3,700/year.

Reduces the annual quit rate by between 3 and 3.5%, which can save replacement costs — up to between 90 and 200% of an employee's annual salary for each person who stays.

EMPLOYEES WHO FIND MEANING IN THEIR WORK REPORT BEING **2.8 TIMES** MORE LIKELY TO STAY WITH THEIR ORGANIZATIONS AND ARE **2.2 TIMES** MORE SATISFIED WITH THEIR JOBS.

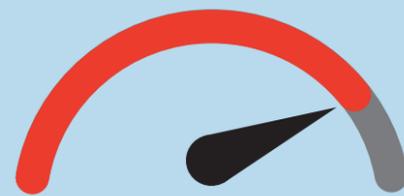
## RECRUITING IS EASIER



**93%** of employees want to work for a company that cares about them as an individual.



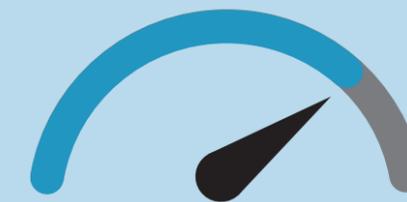
**74%** of people want to work for a company whose CEO is actively involved in corporate responsibility and/or environmental issues.



**86%** believe it's important that their own employer is responsible to society and the environment, with over half (55%) feeling that it's "very important."



**51%** won't work for a company that doesn't have strong social and environmental commitments.



**75%** of employees who feel that their company is environmentally responsible will recommend it, vs. 43% of those who feel that theirs is not.

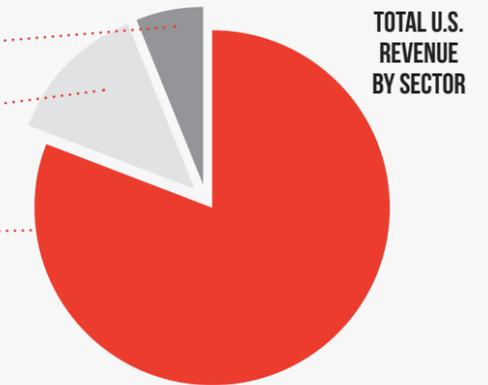


**82%** of employees at companies involved in a broader societal cause would recommend their company as an employer, compared to 57% of employees at companies not so involved.

## WHERE ARE THE RESOURCES?

### THE WORLD NEEDS MORE CONSCIOUS COMPANIES

NON-PROFITS  
\$1.2 TRILLION  
GOVERNMENT  
\$3.1 TRILLION  
CORPORATIONS  
\$20.1 TRILLION



1% of the world's population now **CONTROLS MORE THAN 50% OF THE PLANET'S WEALTH.**

**1.3 BILLION TONS OF FOOD ARE WASTED EVERY YEAR** while almost 1 billion people are undernourished and another 1 billion go hungry.

Nearly 2.2 billion people live on **LESS THAN \$2 A DAY.**

One in five people still **LACK CONSISTENT ACCESS TO ELECTRICITY.**



2.5 billion people worldwide **LACK ACCESS TO BASIC SANITATION** and almost 800 million people lack access to water.

**51%**

**OF PEOPLE BELIEVE BRANDS CAN DO MORE TO SOLVE SOCIAL ILLS THAN THE GOVERNMENT CAN**

On average — and taking into account population size — **INCOME INEQUALITY INCREASED BY 11%** in developing countries between 1990 and 2010.

**470 MILLION NEW JOBS WILL BE NEEDED GLOBALLY** to employ new entrants to the labor market between 2016 and 2030.

Given current concentrations and ongoing emissions of greenhouse gases, it's likely that by the end of this century the increase in global temperature will exceed 2.7°F. **THE WORLD'S OCEANS WILL WARM AND ICE MELT WILL CONTINUE.**